

Innovation on Chinese education in Colleges and Universities under the "Internet +" Era

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Abstract: In college teaching, Chinese is an important basic subject and also an important prerequisite for learning other subjects well. Humanistic quality education is a question worth thinking in Chinese teaching. "Internet +" has brought great impact to the field of higher Chinese education, and it has brought opportunities and challenges to the development of Chinese education. This paper first analyzes the impact of "Internet +" on Chinese education in colleges and universities. And then it analyzes the problems in Chinese education. Finally, this paper puts forward some suggestions for the innovation development.

1. Introduction

"Internet +" is a new generation of internet-based information technology applied in various aspects of economy, society and life. The new generation of information technology includes mobile Internet, cloud computing, Internet of things, big data and many other high-tech. The "Internet +" program has had a great impact on the field of higher education, especially the field of language education. It not only enriches the teaching content of Chinese education, but also promotes the development of Chinese teaching activities.

2. The opportunities and challenges of "Internet +" for Chinese education

2.1 The opportunities of "Internet +" for Chinese education

The "Internet +" plan brings new opportunities to the development of Chinese education in colleges and universities. First, technological innovation enriches the content of Chinese education. Traditional Chinese education pays more attention to imparting systematic knowledge. It simply teaches dead knowledge of grammar and vocabulary, which is not flexible enough. The teaching content is limited to textbooks. The "Internet +" program as a new information technology has applied to Chinese teaching, which providing a platform of network information. Secondly, the application of information technology broadens the teaching space of Chinese education. The rapid development of information technology has brought about a series of advanced educational technology. In the Internet age, students can break through the limitations of the classroom and acquire a large amount of knowledge from the Internet at any time. Teachers can also use various educational techniques to stimulate students' interest in learning. Teaching activities have changed

from one-way transmission to two-way interaction between teachers and students, which improves teaching efficiency.

2.2 The challenges of "Internet +" for Chinese education

The "Internet +" plan brings new challenges to the development of Chinese education in colleges and universities. The popularity of the Internet has made that the online world has become an important part of people's daily life. In the online world, netizens constantly "innovate" in language is only for getting others' attention, which has a great impact on the standard Chinese expression. Network language is a product of the network era, which not only brings challenges to the standard development of Chinese, but also has an impact on Chinese teaching. College students pay more attention to the technology, so that they have easier and faster access to all kinds of information technology. Network language is more likely to affect their learning and life, naturally it has a negative impact on the development of Chinese teaching activities. In addition, apart from cultivating students' language knowledge and skills, Chinese education also aims to cultivate students' humanistic qualities and spirit. Under the network culture, students are more likely to appear a blind state, which has a great resistance to the development of Chinese teaching.

3. The problem of Chinese education in colleges and universities

3.1 The utilitarian tendency of moral education under Chinese education

Since the reform and opening up, colleges and universities have been impacted by social utilitarianism. Utilitarianism in colleges and universities is becoming increasingly fierce, which has been criticized by scholars and the public. With the rapid development of society, people increasingly emphasize the utility and ignore the value of "people", which seriously hinder the development of Chinese education in colleges and universities. In Chinese teaching in colleges and universities, the content of moral education is all screened by utilitarianism. People pay more attention to rational empty preaching, and we ignore the students' subjective development. Many college teachers understand characters and classify them by politicizing and utilitarian labels, which will make students' thinking mode become narrow and superficial. So, they will gradually lose interest in learning Chinese. Utilitarian moral education is not only bad for Chinese education, but also harms the feelings of students.

3.2 The disconnect of moral education under Chinese education

We live in a real world, a world of things and people. Through investigation, it is not difficult to find that today's Chinese education is out of touch with reality, especially in moral education. First, Chinese education is more or less escaping from reality, which avoids the contradictions and ugly phenomena in the real world. As a result, students' understanding will be biased, lack of comprehensiveness, and problems in moral judgment. The Chinese education avoids the social reality question is cannot complete the moral education goal. Second, the content of Chinese moral education is outdated and difficult to keep pace with the times. At present, the moral content of Chinese education is difficult to adapt to the social development and students' psychological needs. The ideological content of some articles runs counter to the mainstream values, and it lacks modern spirit. Which reduces the pertinence and effectiveness of moral education.

3.3 The loss of personality on moral education under Chinese education

Subject personality is an important aspect of studying the connotation. We must have a certain understanding of the subject personality before discussing the Chinese moral education activities. At present, there are many problems in moral education in colleges and universities. For example, the content of moral education is copied mechanically, the motivation of moral education is manifested externally, and the method of moral education is single and so on. The main reason is that it neglects the relationship between Chinese and moral education, which makes the relationship between literature and Taoism become uncoordinated. This is mainly manifested in three aspects. First, ignore the implicit motivation of Chinese education. In the process of moral education, the influence of imperceptible moral education is far better than the pale theoretical preaching and mandatory moral education intervention. Second, ignore the emotional content of Chinese education. Many teachers lack emotional rendering, they will strip the full character image and rich emotion in literature. This not only makes the Chinese teaching fragmented, but also makes the Chinese classroom lack of vitality. Third, ignore the flexibility of Chinese teaching methods. Moral education focuses on preaching and formalism, which ignores the cultivation of students' emotion. So, the educational method lacks pertinence, effectiveness and flexibility.

4. Suggestions on the innovation of Chinese education under the "Internet +" era

4.1 Improve teachers' innovative teaching ability

In the era of Internet +, teachers should constantly use the convenience brought by the Internet platform to further show students' life. Through microblog, WeChat, QQ and so on, we can understand the students' psychological state and life situation in real time, and then adopt personalized teaching methods for each student. We need to combine virtual teaching with traditional classroom teaching. Only in this way, can we create a new era of education for students. Teachers should also fully consider the characteristics of Chinese education, so that it is constantly professional and personalized. As educators, we should also constantly improve our innovation ability in the new era. Innovative education in the Internet + era requires teachers to create classroom atmosphere flexibly. With the advent of high technology in the classroom, educational equipment is changing. Teachers should flexibly use modern educational tools to attract students' attention and stimulate their enthusiasm and innovative thinking for Chinese education.

4.2 Rich classroom forms through "Internet +"

With the development of the Internet + era, the traditional teaching model is no longer welcomed by students. We must boldly integrate the new era technology in the traditional teaching mode, so that the Chinese classroom education presents the richness and openness. Only by giving students the initiative in class, can teachers fully inspire students to think creatively. Teachers can learn both online and offline through online platforms. Through qq, WeChat, weibo and other platforms, students can read and understand the learning content in advance. With the interactivity of the Internet, we can promote students to learn Chinese knowledge comprehensively. At the same time, teachers and students can interact and communicate through the Internet + platform. Modern teaching tools can touch the hearts of students. Internet + platform realizes resource sharing and creates an equal classroom atmosphere.

4.3 Realize the trinity of society, school and family

Chinese education in colleges and universities is a complicated systematic project with heavy tasks and high difficulties. It is not enough to rely only on the efforts of colleges and universities. From the perspective of structure theory, colleges, families and society should cooperate with each other and make concerted efforts to do a good job in Chinese education. Chinese education is not only a matter of university, nor is it a matter of school education, but should be a matter of the whole society. All kinds of lectures, cultural activities, published magazines and online media can bear the responsibility of Chinese education. The integration of school education, social education and family education will help to create a healthy growth environment for college students. It is beneficial to give full play to the function of environment on the moral education.

5. Conclusions

The 21st century is the era of knowledge economy. Competition for talent, science and technology is becoming increasingly fierce. Educators must realize the importance of innovative education and constantly adopt new educational means and teaching models. At the same time, through the combination of Internet + platform and Chinese classroom, we improve the quality of education and teaching. Colleges and universities should constantly improve their own educational strength and information level. In the era of Internet +, we must constantly strengthen innovative education and create an innovative classroom. At the same time, we must improve the independent innovation consciousness of teachers and students, so that students can become high-level talents to meet social requirements.

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